

4TH ANNUAL PACIFIC

# PINBALL



**OCTOBER  
1-3, 2010**

**Marin County  
Civic Center**  
San Rafael, California



**EXPOSITION**

[www.pacificpinball.org](http://www.pacificpinball.org)

**Program Guide & Schedule**



## Celebrating Pinball

The Pacific Pinball Museum (PPM) is a non-profit organization dedicated to teaching science, art, and history through pinball. PPM preserves and promotes one of America's great pastimes.

### Delivering on the Vision...

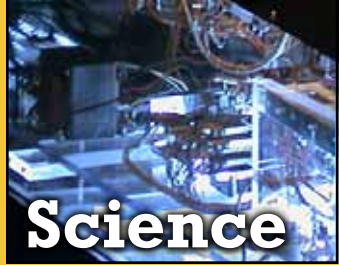
- Nine years of community outreach and award-winning operations (Best of YELP, Maker Faire, East Bay Express and more!).
- PPM expansion of size, days of operation, and a rotating selection of machines to play.
- Exhibitions and lectures at the Smithsonian and San Francisco Airport Museum.
- Monthly art gallery showings.
- Science partner with the San Francisco Exploratorium.
- World-class archive of documents and research.
- Donation of 236 Gottlieb 1950s wood rails from world renowned historian Gordon Hasse.



Art



History



Science



The Museum's 1950's and 1960's collection (above), and the solid state collection (middle).

## Welcome to the World's Largest Pinball Celebration!

The Pacific Pinball Museum (PPM) is proud to host the fourth annual Pacific Pinball Exposition featuring seminars, tournaments, a chance to win a pinball machine, science exhibits, murals, and the world's largest collection of custom, classic, and new pinball machines for public play.

The Museum's focus this year is the science of pinball, so watch for seminars and one-of-a-kind exhibits designed by the Museum and the Exploratorium.

Use this program guide to plan and enjoy your day with activities at a glance, show highlights, a floor map, and seminar details.

**Your Hosts, the Pacific Pinball Board of Directors**

### Table of Contents

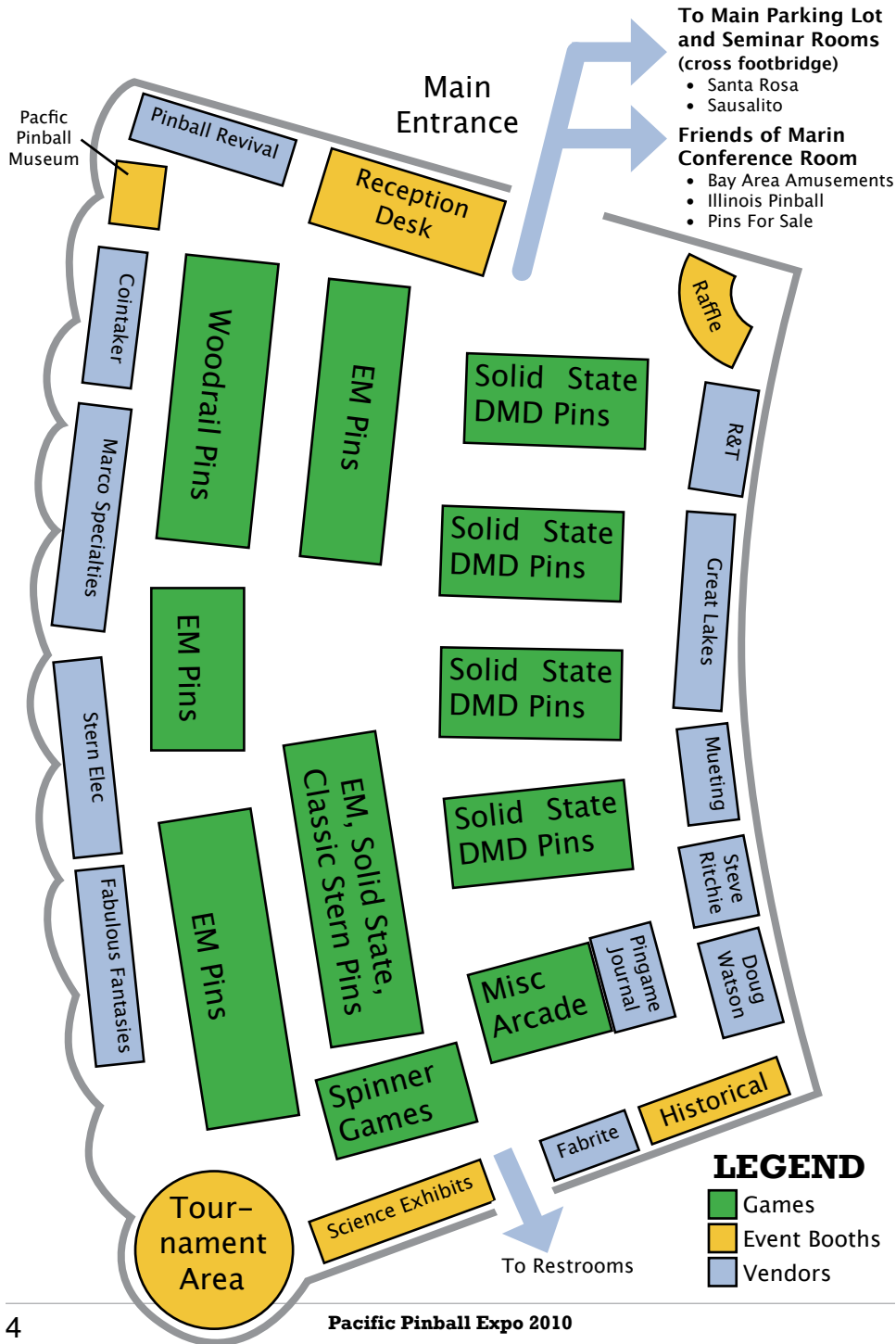
- 2 ..... Pacific Pinball Museum
- 3 ..... Welcome & Acknowledgments
- 4 ..... Floor Map and Highlights
- 5 ..... Three-Day Schedule Summary
- 6 ..... Tournament Play
- 10 ..... Seminars, Friday
- 11 ..... Seminars, Friday and Saturday
- 13 ..... Seminars, Saturday
- 14 ..... Seminars, Sunday
- 16 ..... Museum Admission Specials



Michael Schiess, Jem Gruber, Melissa Harmon, Brad Grant, Ron Chan, Tim Volz, Dan Miller, Dan Fontes, Jim Dietrick, Jim Strehlow, Larry Zartarian, Helmut Jordt, and DeAnna Jordt.

Thanks to our vendors, volunteers, and sponsors including: Autodesk, Clear Channel, Chabot Space and Science Center, Exploratorium, Marco Specialties, John Kistner and Warren Law Group.

# Show Floor Map & Highlights

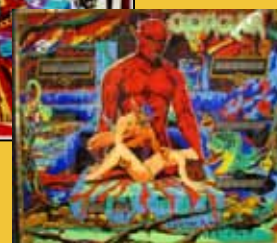


# Pinball Exposition Summary

Playing pinball is only a fraction of what the Pinball Expo has to offer. Listen, learn and rest your feet while enjoying seminar sessions, live demonstrations on how to play pinball, movies and tournaments.

	FRIDAY	SATURDAY	SUNDAY
10:00 A	Exposition Open	Exposition Open	Exposition Open
12:00 P	Art of Pinball, Pinball as Art Dan Fontes, Melissa Harmon	How to Buy a Pinball Bear Kamoroff	Pacific Pinball Museum Vision
1:00 P	Atari's Technology Touch and How it Changed Entertainment	Pacific Pinball Museum Vision	Ultimate Gameroom Tour NBA Star Todd MacCulloch
2:00 P	Pinball Down Under Michael Shalhoub	Concept Art of Doug Watson	Pinball in the Media Jim Schelberg
3:00 P	LEDs for Pinball: A Crash Course Paul Mandeltort	Pinball Repair Tips and Tricks Christopher Kuntz	Pinball Geometry Steve Ritchie
4:00 P	Custom Pinball - Whoa Nellie! Big Juicy Melons Greg Freres	Cabinet Restoration, Pinball Revival	Making of Beatniks - Kustom Pinball Wade Krause
5:00 P			Inventors Roundtable
	(5:30) How the Pros Play Pinball Live Demo	(5:30) How the Pros Play Pinball Live Demo	
5:30 P			
7:00 P	Pinball 101 Movie	Slot Machine Collecting Warren Haack	
8:00 P		Remembering Playland Movie	Exposition Closed
9:00 P			
10:00 P	Exposition Closed		
11:00 P			
12:00 A		Exposition Closed	

## Win a Pinball Machine



### Buy Raffle Tickets to Win

Prizes include **Gorgar - the First Talking Pinball** and a **Gottlieb High Hand pinball machine**.

100% of Proceeds Support the Museum

Fill out a survey form to win T-shirts, museum admission, and posters. Survey forms are located in the seminar room and at the Reception Desk.

# Tournament Play

Win cash prizes or a pinball machine!

Tournament Director: Keith M. Elwin, Four-Time PAPA World Pinball Champion

## Cost

- 2 plays for \$5.00 or 5 plays for \$10.00
- Free Kids Division – Under the age of 13
- Pin-Tac-Toe (3 player teams) Form ad hoc teams – \$5 donation

## Prizes

PLACE	EXPERT	EM	NOVICE	SPLIT-FLIPPER*
1st	40%	40%	Pinball Machine	75%*
2nd	20%	20%	30%	-
3rd	10%	10%	15%	-
4th	5%	5%	5%	-

Percentages are of money collected in each division.

- Daily prizes for highest score as of 8 pm Friday, 6 pm Saturday, and 6 pm Sunday
- 25% of prize funds goes toward the nonprofit Pacific Pinball Museum

\* Split Flipper "Team" involves one person on the left flipper and another person on the right flipper. Split flipper prize is divided by the first place team

## Rules

- Pay to play as many qualifying games as you choose.
- Choose in which category you wish to play.
- Choose which tournament games to play within the division.

DAY	TIME	EVENT
Friday	2:00 PM – 6:00 PM 7:00 PM – 9:45 PM	Qualifying rounds for all divisions
Saturday	11:00 AM – 6:00 PM	Qualifying rounds for all divisions
	7:00 PM – 11:30 PM	Novice, Expert, EM qualifications
	8:00 PM – 11:30 PM	Split Flipper playoffs and finals
Sunday	10:30 AM	EM playoffs begin
	12:00 Noon	Novice playoffs begin
	2:00 PM	Expert playoffs begin

## Divisions

- **EXPERT**
- **EM**
- **NOVICE**
- **SPLIT - FLIPPER**

Tournament sign up and information at the Tournament Registration Desk



**TENS OF THOUSANDS OF PARTS IN STOCK!  
 YOUR LOCAL PARTS SUPPLIER, SAN JOSE  
 WAREHOUSE, WE SHIP DAILY!**



- Rubber Ring Kits (1000+ Games)
- Common Parts (Coils, Flipper Parts, Posts, etc)
- Game Specific Parts (Playfields, Plastic Sets, Moulded Parts, Decals, Assemblies, etc)
- Books, Flyers, and Accessories

Just Released!  
**BALLY WIZARD!**  
 Silkscreened Playfield!



Limited Supply Available At the PPE Show

**REPLACEMENT LED DISPLAYS**



**\$119.00**

**BAY AREA AMUSEMENTS LLC**  
 PINBALL PARTS SUPERSTORE—SAN JOSE, CA  
 www.bayareaamusements.com

# The One-Stop Pinball Shop

## Pinball LED Kits



50-Piece Sampler Pack \$24.99  
Complete Game Kits Starting at \$129.99  
[www.marcospec.com/leds](http://www.marcospec.com/leds)

## New Games



Stern®  
Iron Man

Stern®  
Avatar

- One-Year Parts Warranty
  - Many Titles In Stock
  - Delivery in the USA
- For available games, visit  
[www.marcospec.com/games](http://www.marcospec.com/games)

## Rubber Kits



Complete Rubber Ring Kits  
Starting at \$14.95  
[www.marcospec.com/rubberkits](http://www.marcospec.com/rubberkits)

## Pinballs



Ultra Premium Pinballs  
Starting at \$16.95  
[www.marcospec.com/silverjet](http://www.marcospec.com/silverjet)

**SHOW SPECIAL**  
**10% OFF**  
**ALL ORDERS**  
PLACED BY 10/15/10.  
APPLIES TO PRODUCTS ONLY. USE PROMO CODE **pacificpin10**.

Proud sponsor of the Pacific Pinball Museum



# Seminars

Santa Rosa Room at Embassy Suites

Friday

**Directions:** Exit Exhibit Hall to main parking lot, turn left and cross bridge to Embassy Suites. Enter side entrance and make a right – go to end of hall to the Santa Rosa room.

## 12:00 PM THE ART OF PINBALL, PINBALL AS ART

Dan Fontes  
Melissa Harmon

A significant part of pinball's appeal comes from its vibrant art. Even the nearly 400 pinball machines here are dwarfed by the majesty of the towering pinball murals celebrating the classic artwork of Fireball, Sky Raiders, Mermaid, 2001, Majorettes, and more. Dan is one of our muralists who mixes a little bit of his soul in each brush stroke, and shares with you the artistic process of creating these masterpieces. Melissa Harmon's presentation, Pinball Style, explores selections of pinball art from the 1940s through the 2000s with emphasis on dramatic and historical context and a touch of fashion police humor.

## 1:00 PM ATARI'S TECHNOLOGY TOUCH AND HOW IT CHANGED ENTERTAINMENT

Steven Mayer

Al Alcorn

Ron Miliner

Steven Mayer, Atari's Chief Inventor; Al Alcorn, Pong's creator and Atari co-founder; and Ron Milner, co-inventor of the VCS home video system share how Atari applied technology to revolutionize the arcade industry. Listen to the story of arcade's natural evolution from hard wired machines to microprocessor driven video and pinball marvels from the team who helped make it happen.

## 2:00 PM PINBALL DOWN UNDER

Michael Schalhoub  
Dan Robar

Michael, renowned pinball author of the four books in the "Pinball Compendium" series, is working on his latest project titled simply, "The Pinball Machine." Michael and Dan will be sharing their insights about interviewing and researching pinball legends, and about the pinball scene in Australia.

## 3:00 PM LEDS FOR PINBALL MACHINES: A CRASH COURSE

Paul Mandeltort

Picking the right LEDs for your game is both confusing and time consuming. Paul is Director of Product Engineering at Marco Specialties, and will explain the fundamentals and advantages of LEDs, how their differences affect your game, and how to determine which of the dozens of types of LEDs are best for you.



## Artist Spotlight: Dan Fontes

Dan's pinball murals at the Pinball Exposition are part of an award winning portfolio which includes massive public works commissions 98' high and 50' wide to canvas, watercolor, sculptures, drawings and artworks for home and business. Patrons include Sony Metreon, Cal Trans, Playland not at the Beach, and numerous murals inside homes and outside gardens.

Portfolio Viewing at [www.danfontes.com](http://www.danfontes.com)  
Free Consultations 415-785-4530

# Seminars

Santa Rosa Room at Embassy Suites

Friday

**Directions:** Exit Exhibit Hall to main parking lot, turn left and cross bridge to Embassy Suites. Enter side entrance and make a right – go to end of hall to the Santa Rosa room.

## 4:00 PM WHOA NELLIE! BIG JUICY MELONS

Greg Freres

Artist Greg Freres and designer Dennis Nordman who worked together on pins like Scared Stiff and Elvira & the Party Monsters have rejoined forces to create a new company – Whizbang Pinball. Greg will discuss their first custom design, "Whoa Nellie! Big Juicy Melons", a work-in-progress that can best be described as a retro mash-up of Fruit Crate Labels, Pin-Up Art, and classic Pinball Art in a playful double-entendre-laden theme.

## 5:30 PM HOW THE PROS PLAY PINBALL - LIVE DEMO

Mads Kristensen

Jon Olkowski

Top-ranked pinball players use techniques to control the ball and use strategies to maximize points while minimizing drains. This seminar combines video of expert players, live demonstration, and some hands-on training to examine control techniques, strategy, nudging, saving, and safe shots. Presented by Mads Kristensen, Danish Pinball Champion who finished 6th out of the top 64 pinball players in the world at the IFPA tournament, and Jon Olkowski, who took first place in the novice division at California Extreme.

## 7:00 PM PINBALL 101 FILM SCREENING

Film By:  
Randy Elwin  
Keith Elwin

Learn how to play pinball from one of the top players in the world, Keith Elwin. Pinball 101, by Randy and Keith Elwin, demonstrates the flipper skills required to improve your scores, game scoring tips, pin-physics, pinball etiquette and more! DVD available for purchase at the Show Store.

Saturday

## 12:00 PM HOW TO BUY AND MAINTAIN YOUR OWN PINBALL

Bear Kamoroff

Bear is the author of Pinball Machine Care & Maintenance, now in its 14th printing. Come to this session if you ever wanted to buy a pinball machine and didn't know what to look for. Bear then answers the questions of how to set up, adjust, and maintain the machine so you can focus on fun, not frustration.

## 1:00 PM THE PACIFIC PINBALL MUSEUM VISION

Michael Schiess  
Larry Zartarian

Founder and Executive Director of the Pacific Pinball Museum Michael Schiess and Larry Zartarian, the Museum's Chairman will share with you our vision and milestones as we celebrate the art, history, and science of pinball here at the world's largest pinball party. At the Museum, every day is a pinball day.

## 2:00 PM THE CONCEPT ART OF DOUG WATSON

Doug Watson

Doug will present concept art for production and imagined pinball games. Shown will be the original drawings and paintings for other ideas that never got made. For the first time anywhere, Doug will show original never-seen-before designs he created first for classic games Terminator 2, Indiana Jones, Demolition Man, Black Knight 2000, Big Game, and Split Second along with the inside stories of how the creation process took place.



**Ceilume: The Smart Ceiling Tile**  
*Always on top of your game!*

# Seminars

Santa Rosa Room at Embassy Suites

## Saturday

Directions: Exit Exhibit Hall to main parking lot, turn left and cross bridge to Embassy Suites. Enter side entrance and make a right - go to end of hall to the Santa Rosa room.

### 3:00 PM

Christopher Kuntz

### PINBALL REPAIR TIPS AND TRICKS

Chris is General Manager and Head Technician of T Minus One, specializing in pinball repair and arcade game rentals. He and many tireless technicians breathe life into dead machines. Chris will be sharing tech tips and tricks with you. Anyone can fix a pinball machine if they have the right information, perseverance, and determination.

### 4:00 PM

Jim Dietrick  
 Tylor Hirsch

### PINBALL RESTORATION

Jim is a collector of rare machines and pinball restorer extraordinaire. He gives his restoration talents to the PPM while running Pinball Revival in Novato, CA. A founder of the Pacific Pinball Exposition, Jim has also lectured at the Smithsonian on the history of the silver ball. Tylor Hirsch is an artist hailing from the cradle of pinball: the Chicagoland area. Tylor is responsible for restoring damaged artwork on playfields, backglasses, and cabinets as well as stenciling and repainting cabinets.

### 5:30 PM

### HOW THE PROS PLAY PINBALL - LIVE DEMO

Top-ranked pinball players use techniques to control the ball and use strategies to maximize points while minimizing drains. This seminar combines video of expert players, live demonstration, and some hands-on training to examine control techniques, strategy, nudging, saving, and safe shots.

### 7:00 PM

Warren Haack

### SLOT MACHINES - THE OTHER OBSESSION

Warren will present an overview on the history of these unique machines and how early pinball and gambling devices developed together. Covered will be repair and maintenance as well as the joys and pitfalls of collecting: swap meets, eBay, antique stores, scams to beware of, typical prices, books and other collecting tips. On site will be several machines from Warren's collection to illustrate how they work and to give participants an up-close view of these mechanical beasts from another era of Americana.

### 8:00 PM

Film By:  
 Tom Wyrsh  
 Introduction:  
 Dan Fontes

### REMEMBERING PLAYLAND FILM SCREENING

This film is about San Francisco's famous Playland at the Beach. Torn down in 1972, Playland remains one of the city's lost treasures. Go back in time to see Laffing Sal, the Fun House, the Carousel, the Big Dipper, the Diving Bell, Dark Mystery, Limbo, Fun-tier Town, and much, much more; all through the eyes of the people who were there.

## The Pinball Revival Co.

**YOUR VINTAGE PINBALL RESTORATION SPECIALISTS**

*Sales Service Restoration Repair*

**www.pinballrevival.com**

**415-883-4180**

372 D2 Bel Marin Keys Blvd

Novato, CA 94949

# Seminars

Sausalito\* Room at Embassy Suites

Sunday

\* NOTE ROOM CHANGE! Directions: Exit Exhibit Hall to main parking lot, turn left and cross bridge to Embassy Suites. Enter at side entrance and turn right - go to end of hallway - Sausalito is on the left

## 12:00 PM THE PACIFIC PINBALL MUSEUM VISION

Michael Schiess  
Larry Zartarian  
Founder and Executive Director of the Pacific Pinball Museum Michael Schiess and Larry Zartarian, the Museum's Chairman, will share with you our vision and milestones as we celebrate the art, history, and science of pinball here at the world's largest pinball party. At the Museum, every day is a pinball day.

## 1:00 PM MY JOURNEY: NBA PLAYOFFS TO PINBALL

Todd  
MacCulloch  
Todd, former NBA basketball center, Philadelphia 76er color commentator, and Olympian shares his transition from basketball to pinball and a virtual play-by-play tour of rare vintage and state of the art arcade games from his game room. Todd, at 7 feet tall and 300 pounds, once sparred against Shaquille O'Neal in two NBA finals. Now he uses this same competitive fire in the Professional & Amateur Pinball Association (PAPA) to climb the international rankings.

## 2:00 PM PINBALL IN THE MEDIA

Jim Schelberg  
Jim has been publishing PinGame Journal for nearly 20 years with over 1300 subscribers world-wide. He has been collecting video relating to pinball, producing a series of DVDs including pinball promotions, advertising or when featured in movies and television showing the best clips in this presentation.

## 3:00 PM PINBALL GEOMETRY

Steve Ritchie  
Steve Ritchie has been called the "The King of Flow" with his layouts being designed and played through adrenalin. He has sold more games than any other pinball designer. Keeping with PPE's science theme, this year Steve will share little known discoveries in pinball history, secrets of making a good game, discussing the many aspects of ball velocity, rebounds, efficient use of real estate, working with mechanical engineers, artists, sound designers and how he obtains, creates and enhances pinball rules.

## 4:00 PM THE MAKING OF BEATNIKS KOOLSVILLE - KUSTOM PINBALL

Wade Krause  
Wade Krause is an artist who creates custom artwork and backlasses for vintage pinball machines. His latest creation with Dirty Donny, Tanio Klyce, and others is a one-of-a-kind pinball machine commissioned by James Hetfield of Metallica. Come hear Wade discuss and illustrate the making of this custom creation from inception to delivery.

## 5:00 PM INVENTORS ROUNDTABLE

Cliff Rinear  
Tanio Klyce  
Jeri Elsworth  
Greg Ong  
Michael Schiess  
(Moderator)  
It is only fitting that this year's science-themed PPE concludes with a tribute to all the industry innovators and speakers over the last three days. Necessity is not only the mother of invention, but the inspiration for innovation. Add technical acumen with a passion for pinball, and you have new products, designs and inventions which makes old pinball machines play like new. But, these innovators take it one step further by creating new products inspired by decades-old designs. Learn about their latest projects, how the creativity starts, and how dreams turn into reality.



# Show Specials

## FREE MUSEUM ADMISSION

With PPE Admission  
10/1 - 10/3

Show this program guide to enter

Regular Admission for Unlimited Free  
Play: \$15 Adult, \$7.50 under 12

## \$20 CLUB CARD FOR \$5 OFF ADMISSION

For You and Adult Guest Through  
1/1/2011

## 50% OFF ADMISSION

For You and a Guest When You Show  
This Program Through 10/31/2010

## 20% OFF PARTY ROOM

If Booked by December 31, 2010

Above offers may not be combined. Visit the  
Reception Desk for more info or purchase



1510 Webster Street  
Alameda, CA 94501

Tue - Thur, Sun 2PM - 9PM  
Fri - Sat 2PM - 12 midnight

[www.pacificpinball.org](http://www.pacificpinball.org)

Copyright Pacific Pinball Museum 2010,  
Editor Ron Chan

